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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/022,627	12/17/2001	Lee Michael DeGross		1204
7590	07/14/2004		EXAMINER	
Lee M. DeGross 400 Park Place, #1H Fort Lee, NJ 07024			ROSWELL, MICHAEL	
			ART UNIT	PAPER NUMBER
			2173	

DATE MAILED: 07/14/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

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Office Action Summary	Application No.	Applicant(s)	
	10/022,627	DEGROSS, LEE MICHAEL	
	Examiner	Art Unit	
	Michael Roswell	2173	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 17 March 2002.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-6 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-6 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 17 December 2001 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

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Attachment(s)

- 1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
 Paper No(s)/Mail Date 20020317.
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____.
 5) Notice of Informal Patent Application (PTO-152)
 6) Other: _____.

DETAILED ACTION

Claim Objections

Claim 4 is objected to because of the following informalities: the claim is in improper dependent form. The Examiner further interprets claim 4 as being an independent claim. Appropriate correction is required.

Claim Rejections - 35 USC § 112

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

Claim 1 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. Claim 1 recites the limitation "whereby a human can view and hear said internet advertising only if said human wants. The claims relate to advertising images and the blocking of such images, and recite nothing of an advertisement sound or the control thereof. As a result, dependent claims have been rejected.

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 2 and 5 recite the limitation "the internet of Claim (2 or 5)" in the first line of the claims. There is insufficient antecedent basis for this limitation in the claim.

Claim 4 rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claimed "entertaining manner" in which a non-advertising illustration removes itself is a subjective phrase that renders the claim indefinite.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1, 3-4, and 6 are rejected under 35 U.S.C. 102(e) as being anticipated by Cragun et al (US Patent 6,324,553), hereinafter Cragun.

Regarding claim 1, Applicant states on page 2 of the specification, "most internet advertisements come in the form of buttons or banners of various sizes with their messages exhibited by default", in other words, most internet advertisements are sent to the user as images. Cragun discloses a method for the selective blocking of such images presented to a user through a web browser. Furthermore, Cragun teaches placing an image of a blocking nature of sufficient size to conceal an internet advertising space, taught as a browser displayed icon covering the location of where the image would have been, at col. 11, lines 45-49. Cragun also teaches using a selection method to choose and make the blocking image disappear and

reveal the advertising, taught as the use of a pop-up dialog in response to a user action (at col. 16, lines 47-50) that allows the user to de-select images from a blocking list, at col. 13, lines 40-46, which allows a user to view selected images.

Regarding claim 3, Cragun teaches a selection method using any manner of pointing device (embodied in the disclosure as a mouse), or combination of devices, including a keyboard, at col. 16, lines 50-54. The claimed touch-screen, stylus, and voice recognition are well known input methods.

Regarding claim 4, Cragun teaches using a selection method to choose and make the blocking image disappear and reveal the advertising, taught as the use of a pop-up dialog in response to a user action (at col. 16, lines 47-50) that allows the user to de-select images from a blocking list, at col. 13, lines 40-46, which allows a user to view selected images. Cragun further discloses a blocking list that records selected images to block or hide from a user every time a page is loaded with images on the list (see col. 10, lines 38-48), thus allowing for a user to be shielded from images or advertisements without taking action.

Regarding claim 6, Cragun teaches a selection method using any manner of pointing device (embodied in the disclosure as a mouse), or combination of devices, including a keyboard, at col. 16, lines 50-54. The claimed touch-screen, stylus, and voice recognition are well known input methods.

Conclusion

Art Unit: 2173

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Roswell whose telephone number is (703) 305-5914. The examiner can normally be reached on 8:30 - 6:00 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (703) 308-3116. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Michael Roswell
7/7/2004



CAO (KEVIN) NGUYEN
PRIMARY EXAMINER